



**AMERICAN PECAN COUNCIL**

**FULL COUNCIL MEETING  
MINUTES**

**Tuesday  
February 18, 2020  
10:00 a.m. Central Time**

**CONFERENCE CALL  
1 669-900-6833  
Meeting ID: 7204290622#**

**MINUTES**

**I. CALL TO ORDER**

Chairman Mike ADAMS called the meeting of the General Council to order at 10:03 a.m. The following Council members were in attendance:

REGION	SEAT	MEMBER	ALTERNATE
Eastern Grower	1	X - Buck A. PAULK	Angie ELLIS
Eastern Grower	2	X - Trent MASON	Randy Hudson
Eastern Grower	3	X - Molly WILLIS	
Eastern Sheller	1	X - Jeff Worn	Adam Harrell
Eastern Sheller	2	X - Lawrence WILLSON	
Central Grower	1	X - Mike ADAMS	
Central Grower	2	X - Michael L. SPRADLING	Lalo MEDINA
Central Grower	3	X - Billy Scott LANDGRAF	
Central Sheller	1		X – Steve Zaffarano
Central Sheller	2	X - William D. YORK, Jr.	
Western Grower	1	X - Louie J. SALOPEK	X – Frank SALOPEK
Western Grower	2	X - G.L. STRALEY	Les DAVIET II
Western Grower	3		
Western Sheller	1	X - Bruce CARIS	Deborah RALLS
Western Sheller	2	X - Sonja ROEDER	Blake Houston
Accumulator		X - J.B. EASTERLIN	Chad Selman
Public		VACANT	

STAFF:

Alexander J. OTT	-	American Pecan Council
Jeff SMUTNY	-	American Pecan Council
Emma GARNER	-	American Pecan Council
Julianna KECK	-	American Pecan Council
Deborah BARNETT	-	American Pecan Council
Courtney SMITH	-	American Pecan Council

OVERSIGHT:

Abby CAMPOS	-	USDA
Tom NALEPA	-	USDA
Nancy HUBBLE	-	USDA

GUEST:

Blair KREBS	-	Pecan South – TPGA
Joey COLLINS	-	Georgia Pecan Grower
Guy JOHNSON	-	Research
Evo SORIANO	-	John Sanfilippo & Sons
Matthew BAILEY	-	Pecan Report
Jody KEMP	-	Kemp Plantation
Mary Elizabeth SANTOS	-	WTPA – TPGA
Justin JONES	-	SEGPA
Kevin IVY	-	WTPS – TPGA
Janice DEES	-	USPGC
Molly MCFERRAN	-	Weber Shandwick
Alison MCMILLON	-	Weber Shandwick

Having received a sufficient number of Council members a quorum was established at 10:03 a.m., CTS

An “X” identifies those that will be voting members of the meeting.

Chairman ADAMS asked Frank SALOPEK to represent and vote as a Western Grower filling a vacancy in today’s meeting.

Chairman ADAMS asked Steve ZAFFARANO to represent and vote as a Central Sheller filling a vacancy in today’s meeting

Both Frank SALOPEC and Steve ZAFFARANO agreed to Chairman ADAMS request.

## **B. Chairman Update & Executive Director Update**

Chairman ADAMS thanked everyone for being on the council call. We apologized for the email mishaps. He also thanked everyone for working together.

Chairman ADAMS asked Executive Director Alex OTT to give an explanation of cyber security issues. OTT also explained that this conference call meeting was a public meeting and there are no off the record comments.

## II. GOVERNANCE COMMITTEE – Mike Adams, Chairman

### A. APPROVAL OF APC OFFICE SPACE

Currently, the APC has just over 1,500.00 square feet of rental space. However, due to the additional staff and program and activities, the APC has outgrown its original office. However, there is space that is available in the same building beginning April 1, 2020. The office 3,000 square feet and requires only a wall for additional storage space. The rest of the office is currently built and does not require any additional modifications. Management for the office space has put together a proposal. It allows the Council to maintain the current square footage rate until October of 2021 and then after the referendum would increase the cost under the new schedule (like the current lease). If approved, the new office would provide the necessary space to carry out APC activities, while providing for storage and staff.

- MOVED by Jeff WORN, duly seconded by Molly WILLIS and carried on a voice vote of 14 -2, THAT the Council approve the proposal for expansion and extension of the APC office and allocate no more than \$50,000 for the contingency fund for the additional rent and minimal buildout, proceeding to give authority to the Executive Director to book and negotiate with oversight by Chairman Adams. **(MOTION 4-18-2020 #1)**

Roll Call for the vote was requested by Abby CAMPOS from the USDA's office.

# AMERICAN PECAN COUNCIL

## Roll Call for Vote

Date: February 18, 2020

**MOTION:** AS STATED ABOVE

**PROPONENT:** Jeff WORN

**SECOND:** Molly WILLIS

<u>REGION</u>	<u>SEAT</u>	<u>MEMBER</u>	<u>Y</u>	<u>N</u>	<u>ALTERNATE</u>	<u>Y</u>	<u>N</u>
Eastern - Grower	1	Buck A. Paulk	<u>Y</u>	<u>   </u>	Angie S. Ellis	<u>   </u>	<u>   </u>
Eastern - Grower	2	Trent Mason	<u>Y</u>	<u>   </u>	Randy Hudson	<u>   </u>	<u>   </u>
Eastern - Grower	3	Molly Willis	<u>Y</u>	<u>   </u>	Claire Powell	<u>   </u>	<u>   </u>
Eastern - Sheller	1	Jeff Worn	<u>Y</u>	<u>   </u>	Adam C. Harrell	<u>   </u>	<u>   </u>
Eastern - Sheller	2	Lawrence Willson	<u>Y</u>	<u>   </u>	VACANT	<u>   </u>	<u>   </u>
Central - Grower	1	Mike Adams	<u>Y</u>	<u>   </u>	Jennifer Ivey	<u>   </u>	<u>   </u>
Central - Grower	2	Michael L. Spradling	<u>   </u>	<u>N</u>	Lalo Medina	<u>   </u>	<u>   </u>
Central - Grower	3	Billy Scott Landgraf	<u>Y</u>	<u>   </u>	Mike Montgomery	<u>   </u>	<u>   </u>
Central - Sheller	1	Daniel J. Zedan	<u>   </u>	<u>   </u>	Steve Zaffarano	<u>Y</u>	<u>   </u>
Central - Sheller	2	William D. "Dan" York, Jr.	<u>Y</u>	<u>   </u>	Rickey Jones	<u>   </u>	<u>   </u>
Western - Grower	1	Louie J. Salopek	<u>Y</u>	<u>   </u>	Frank P. Salopek	<u>Y</u>	<u>   </u>
Western - Grower	2	G. L. Straley	<u>Y</u>	<u>   </u>	Leslie L. Daviet II	<u>   </u>	<u>   </u>
Western - Grower	3	Phillip Arnold	<u>   </u>	<u>   </u>	John Heuler	<u>   </u>	<u>   </u>
Western - Sheller	1	Bruce Caris	<u>Y</u>	<u>   </u>	Deborah E. Walden-Ralls	<u>   </u>	<u>   </u>
Western - Sheller	2	Sonja Roeder	<u>   </u>	<u>N</u>	Blake Houston	<u>   </u>	<u>   </u>
Accumulator		J.B. Easterlin	<u>Y</u>	<u>   </u>	Chad Selman	<u>   </u>	<u>   </u>
Public		VACANT			Ronald P. Hays	<u>   </u>	<u>   </u>

**AYE:**   1     4  

**NAY:**   0     2  

**ABSTENTION:**       0

**B: AMERICAN PECAN COUNCIL on behalf of the MARKETING COMMITTEE**

The APC Strategic Plan identified areas of nutritional research that may provide findings that could enhance the marketability of pecans. Dr. Johnson conducted interviews with nutritional researchers to help identify areas of pecan research that show the most promise. Dr. Johnson has reviewed various studies proposed by researcher from across the nation and based on his findings has determined the best option for the APC.

Dr. Johnson presented that we have more than 1 study in the life incentive area. Funding is conditional upon reapproval every year.

- MOVED by Jeff WORN duly seconded by Louie SALOPEK THAT and carried on a vote of 14-2, THAT the Council approve the recommendation presented by Dr. Guy Johnson to conduct a health research study by Jamie Coopers not to exceed 150,000. (**MOTION 4-18-2020 #2**)

It was noted by Councilmembers Hudson that a lit review should be looked at internationally as well as several countries will not accept U.S. data.

Roll Call for the vote was requested by Abby CAMPOS from the USDA's office.

# AMERICAN PECAN COUNCIL

## Roll Call for Vote

Date: \_\_\_\_\_

**MOTION:** As stated above

**PROPONENT:** Jeff WORN

**SECOND:** Louie SALOPEK

<u>REGION</u>	<u>SEAT</u>	<u>MEMBER</u>	<u>Y</u>	<u>N</u>	<u>ALTERNATE</u>	<u>Y</u>	<u>N</u>
Eastern - Grower	1	Buck A. Paulk	<u>Y</u>	___	Angie S. Ellis	___	___
Eastern - Grower	2	Trent Mason	<u>Y</u>	___	Randy Hudson	___	___
Eastern - Grower	3	Molly Willis	<u>Y</u>	___	Claire Powell	___	___
Eastern - Sheller	1	Jeff Worn	<u>Y</u>	___	Adam C. Harrell	___	___
Eastern - Sheller	2	Lawrence Willson	<u>Y</u>	___	VACANT	___	___
Central - Grower	1	Mike Adams	<u>Y</u>	___	Jennifer Ivey	___	___
Central - Grower	2	Michael L. Spradling	<u>Y</u>	___	Lalo Medina	___	___
Central - Grower	3	Billy Scott Landgraf	<u>Y</u>	___	Mike Montgomery	___	___
Central - Sheller	1	Daniel J. Zedan	___	___	Steve Zaffarano	___	<u>N</u>
Central - Sheller	2	William D. "Dan" York, Jr.	<u>Y</u>	___	Rickey Jones	___	___
Western - Grower	1	Louie J. Salopek	<u>Y</u>	___	Frank P. Salopek	<u>Y</u>	___
Western - Grower	2	G. L. Straley	<u>Y</u>	___	Leslie L. Daviet II	___	___
Western - Grower	3	Phillip Arnold	___	___	John Heuler	___	___
Western - Sheller	1	Bruce Caris	<u>Y</u>	___	Deborah E. Walden-Ralls	___	___
Western - Sheller	2	Sonja Roeder	___	<u>N</u>	Blake Houston	___	___
Accumulator		J.B. Easterlin	<u>Y</u>	___	Chad Selman	___	___
Public		VACANT			Ronald P. Hays	___	___

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**AYE:**   1     4    
**NAY:**       2    
**ABSTENTION:**       0  

**C: AMERICAN PECAN COUNCIL on behalf of the International Committee**

As the APC manages USDA’s Unified Export Strategy for the industry, the International Committee has begun to deliberate on its various options on how to distribute funding in the identified countries of the EU, UK, and China. Once deliberations conclude, the International Committee needs to allocate the funds and put various plans into action. The Committee is requesting the authority from the APC to spend these dollars as determined by the Committee.

- MOVED by Jeff WORN, duly seconded by GL STRALEY and unanimously carried by a voice vote THAT the Council grant authority to allocate Market Access Program funding to various vendors as agreed upon by the International Committee for international marketing purposes on behalf of the Council.( **MOTION 4-18-2020 #3**)

**III. UPDATES ON APC ACTIVITIES**

**A. MARKETING UPDATE**

Jeff SMUTNY, Director of Marketing and Regulatory Affairs, gave a summary of the American Pecan Council marketing activities.

**B. UPDATE ON NOMINATIONS**

Alex OTT, Executive Director presented an overview summary of the nominations process.

March 1, 2020	Nomination forms will be mailed
March 31, 2020	Last day for the nomination form to be post marked and returned
April 15, 2020	Ballots will be mailed
May 15, 2020	Last day for the ballots to be post marked and returned

The accounting process will be sent to the Secretary for final certification.

**IV. NEW BUSINESS**

No new business.

**V. ADJOURNMENT**

- MOVED by Trent MASON, duly seconded by Louie SALOPEK, and unanimously carried THAT the council meeting be adjourned at 11:38 a.m. (**MOTION 4-18-2020 #4**)